

What is claimed is:

1. A computer-implemented method for creating a personalized display for a user, comprising the steps of:

creating a database entry for each user of a client document server using a tracking module;

tracking requests by the user for at least one document on a client document server using the tracking module;

storing, in a database, information regarding each document tracked by the tracking module; and

10 analyzing the stored information to construct a profile of the user.

2. The method of Claim 1, further comprising the steps of:

determining based on the user profile, using the at least one recommendation software application, the interests of the user; and

15 providing the user with recommended information, using the at least one recommendation software application, based upon the determined interests of the user.

3. The method of Claim 2, wherein the recommended information is selected from the group consisting of recommendation documents and recommendation packages.

20 4. The method of Claim 2, wherein the recommended information is selected from the group consisting of advertisements, products, animations, graphic displays, sound files, applets, and services.

25 5. The method of Claim 1, wherein the tracking step comprises the steps of:

sending a user-identifier to the user's computer using the tracking module; and

sending the user-identifier and a document identifier to the database when the user moves to a different document in the client's document server using the tracking module.

30 6. The method of Claim 1, wherein the stored information comprises content information.

7. The method of Claim 1, wherein the client document server is a Web site.

35 8. The method of Claim 1, wherein the tracking module comprises embedded HTML links to the marketing system.

9. The method of Claim 1, wherein the analyzing step comprises the steps of:  
parsing, using the at least one recommendation software application, a set comprising  
information regarding at least one document viewed by the user;  
determining, using the at least one recommendation software application, at least one  
5 common theme or concept of the set; and  
clustering into interest folders, using the at least one recommendation software  
application, the at least one document in the set according to the number of common themes  
or concepts in the at least one document.

10. The method of Claim 9, further comprising the step of categorizing at least one  
document, using the at least one recommendation software application, according to the  
common themes or concepts of the interest folders.

11. The method of Claim 10, further comprising the step of recommending to the user, using  
15 the at least one recommendation software application, the at least one categorized document.

12. The method of Claim 1, wherein the analyzing step further comprises the step of using at  
least a first filter to extract selected content from each document tracked by the tracking  
module.

13. The method of Claim 12, further comprising the step of using at least a second filter to  
extract structure information from within the extracted content.

14. The method of Claim 9, further comprising the step of summarizing each interest folder,  
25 using the at least one recommendation software application, to determine at least one  
keyword from the at least one document in the interest folder.

15. A method of automating market analysis on an electronic network, comprising the steps  
of:

30 a user viewing, using a computer, a document from a client document server, the  
document containing internal content information;  
the client document server transmitting, using a computer, the internal content  
information of the viewed document to at least one recommendation software application;  
and

the user receiving, on the computer, a list of links to at least one documents recommended by the at least one recommendation software application responsive to the transmitted internal content information.

5 16. The method of Claim 15, further comprising the step of storing, using a computer, the internal content information in a database.

10 17. The method of Claim 16, further comprising the step of analyzing, using a computer, the internal content information in the database to determine a profile of the user, wherein the profile is used to recommend the list of links.

18. A market analysis method comprising the steps of:

receiving, on a computer, internal content information of at least one document accessed by a user;

15 determining, using a computer, the theme and concepts of the at least one document;

grouping, using a computer, the at least one documents into at least one interest folder according to common themes and concepts; and

20 summarizing, using a computer, the at least one interest folder to extract at least one keyword representing the common themes and concepts of the interest folder.

19. The method of Claim 18, further comprising the step of deriving, using a computer, an interest profile from the user's at least one interest folder.

25 20. The method of Claim 19, further comprising the step of modifying, using a computer, the user's profile in accordance with instructions provided by the user.

21. The method of Claim 19, further comprising the step of utilizing the interest profile, using a computer, to locate documents for recommendation to the user.

30 22. The method of Claim 19, further comprising the step of utilizing the interest profile, using a computer, to generate a personalized recommendation package for the user.

23. The method of Claim 22, wherein the personalized recommendation package is a personalized Web start page.

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24. The method of Claim 23, further comprising the step of configuring the personalized Web start page to maintain the look and feel of the client's document server.

25. The method of Claim 24, comprising the step of configuring a Uniform Resource  
5 Locator associated with the personalized Web start page in the form of a link to the client document server.

26. The method of Claim 19, further comprising the step of providing, using a computer, syndicated information to the user in response to the user's profile.

10 27. A method of using a computer to customize information provided to a user over an electronic network, comprising the steps of:

- 15 (a) tracking requests by a user of a client document server for at least a first requested document on the client document server;
- (b) extracting filtered content from the at least first requested document;
- (c) analyzing the filtered content of the at least first requested document;
- (d) constructing a profile of the user from the analyzed content;
- (e) determining, based on the user profile, the interests of the user; and
- 20 (f) providing the user with recommended information based upon the determined interests of the user.

28. The method of Claim 27, further comprising the steps of:

- determining the theme or concept of the at least first requested document;
- clustering the at least first requested document into at least one interest folder  
25 according to the theme or concept in the document;
- categorizing at least a second document, according to the theme or concept of the at least one interest folder; and
- recommending to the user the at least second categorized document.

30 29. The method of Claim 28, further comprising the steps of:

- summarizing the at least one interest folder to extract at least one keyword representing the theme or concept of the interest folder; and
- searching the at least second document for the at least one keyword to categorize the at least second document.

35 30. A system for creating a personalized display for a user, comprising:

means for tracking requests by a user of a client document server for at least one document on the client document server;

means for extracting filtered content from the requested document;

means for analyzing the filtered content of the at least one requested document;

5 means for constructing a profile of the user from the analyzed content;

means for determining, based on the user profile, the interests of the user; and

means for providing the user with recommended information based upon the determined interests of the user.

10 31. The method of Claim 30, further comprising the steps of:

means for determining the theme or concept of at least a first requested document;

means for clustering the at least first requested document into at least one interest folder according to the theme or concept in the document;

15 means for categorizing at least a second document, according to the theme or concept of the at least one interest folder; and

means for recommending to the user the at least second categorized document.

32. The method of Claim 31, further comprising the steps of:

20 means for summarizing the at least one interest folder to extract at least one keyword representing the theme or concept of the interest folder; and

means for searching the at least second document for the at least one keyword to categorize the at least second document.

33. A recommendation system, comprising:

25 a marketing system comprising at least a first computer with at least one recommendation software application operable thereon;

at least a second computer with at least one client document server operable thereon;

at least a third computer operable to receive and display to a user at least one document from the client document server;

30 a tracking module associated with the at least one client document server to track the display of the at least one document to the user and to provide information regarding the at least one document to the marketing system;

at least one database accessible to the marketing system to store information associated with the at least one document displayed by the user;

35 wherein the recommendation system is operable to analyze the information stored in the database to determine a profile of the user;

wherein the recommendation system is operable to recommend documents to the user in response to the determined profile; and

wherein the recommendation system is operable to provide a personalized recommendation package to the user in response to the determined profile.

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34. A system for providing personalized information to a user, comprising:

a memory device having embodied therein information relating to at least one electronic document viewed by the user;

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a processor in communication with the memory device, the processor configured to:

extract filtered content from the at least first viewed document;

analyze the filtered content of the at least first viewed document;

determine the theme or concept of the at least first viewed document;

cluster the at least first requested document into at least one interest folder according to the theme or concept in the document;

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construct a profile of the user from the analyzed content;

determine the interests of the user based on the user profile;

categorize at least second document, according to the theme or concept of the at least one interest folder; and

recommend to the user the at least second categorized document.

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35. A system for promoting a business through an electronic network, comprising:

a memory device having embodied therein information relating to at least one promotional item;

a processor in communication with the memory device, the processor configured to: receive a listing of the at least one promotional item;

provide the listing to at least a first customer;

receive from the first customer a selection of at least one promotional item from the listing;

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transmit the selection to a provider for providing the selected promotional item to the first customer;

provide the first customer with an identification key; and

provide the first customer with an incentive award for each additional customer who uses the identification key in association with a selection of at least one promotional item from the listing.

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